



February 21, 2025

To Whom It May Concern

Company name : Hokkoku Financial Holdings, Inc.  
Representative : Shuji Tsuemura, Representative Director and President  
Cord No. : 7381, Prime Market, Tokyo Stock Exchange  
Contact : Naotaka Terai, Managing Executive Officer,  
General Manager of Corporate Planning Department

### **Notice Concerning Change of Trade Name and Partial Amendments to the Articles of Incorporation**

Hokkoku Financial Holdings, Inc. (the “Company”) hereby announces that it has resolved, at a meeting of the Board of Directors held on February 21, 2025, to submit a proposal regarding change of trade name and partial amendments to the Articles of Incorporation, as described below, at the 4th Annual General Meeting of Shareholders scheduled to be held on June 13, 2025.

#### **1. Change of trade name**

##### **(1) Reason for change**

The Company is a holding company established on October 1, 2021, through a sole share transfer of its subsidiary, the Hokkoku Bank, Ltd. We have aimed to upgrade our banking functions furthermore, and at the same time, we have advocated pursuing an integrated regional company and regional conglomerate management by expanding our business lines, including Consulting & Advisory and Investment.

We recently decided to renew our corporate brand and change our trade name from Hokkoku Financial Holdings, Inc. to CCI Group, Inc. to accelerate our business throughout Japan and the world, while keeping value of the brands built by the Hokkoku Bank, Ltd. mainly in Hokuriku region.

"CCI" represents "Communication × Collaboration × Innovation" which is an important concept of organizational culture.

By creating innovation through communication and collaboration with all stakeholders inside and outside the Group, the Company and its subsidiaries will work together to achieve "Visionary Region", a region where we envision a unique future, challenge, and create.

##### **(2) New trade name (Trade name in English)**

Kabushiki Kaisha CCI Group (CCI Group, Inc. in English)

##### **(3) Scheduled date of change**

October 1, 2025

※This change is subject to the approval of partial amendments to the Articles of Incorporation at the 4th

Annual General Meeting of Shareholders scheduled to be held on June 13, 2025.

2. Partial amendments to the Articles of Incorporation

(1) Reason for the amendments to the Articles of Incorporation

The Company will amend Article 1 (Trade Name) in accordance with the above-mentioned change of trade name.

(2) Details of amendments to the Articles of Incorporation

(Changes are underlined)

Current Articles of Incorporation	Proposed Amendments
Article 1 (Trade Name) The name of the Company shall be <u>Kabushiki Kaisha Hokkoku Financial Holdings</u> , which shall be written as <u>Hokkoku Financial Holdings, Inc.</u> in English.  (Newly established)	Article 1 (Trade Name) The name of the Company shall be <u>Kabushiki Kaisha CCI Group</u> , which shall be written as <u>CCI Group, Inc.</u> in English.  <u>Supplementary Provision</u> <u>Article 1</u> <u>The amendments in Article 1 (Trade Name) shall become effective as of October 1, 2025, and this supplementary provision shall be deleted after the effective date.</u>

(3) Schedule for amendments to the Articles of Incorporation

Annual General Meeting of Shareholders (resolution of the amendments)	: June 13, 2025
Amendments to the Articles of Incorporation to take effect	: October 1, 2025